

**R19**

**Code No: 764AB**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA IV Semester Examinations, February - 2025**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Time: 3 Hours**

**Max.Marks:75**

- Note:** i) The Question paper consists of Parts A and B.  
ii) Part A is compulsory, and it carries 25 marks. In Part A, Answer all questions.  
iii) In Part B, answer any question from each unit. Each question carries 10 marks and may have a, and b as sub-questions.

**PART - A**

**(25 Marks)**

- 1.a) What are CRM's main goals and objectives? [5]
- b) Define Customer Lifetime Value (CLTV) and explain its significance in CRM. [5]
- c) How does CRM integrate with e-CRM or online CRM? [5]
- d) What are the key elements of a successful CRM process? [5]
- e) Explain the tools used in analytical CRM. [5]

**PART - B**

**(50 Marks)**

2. Examine the common applications of CRM in consumer and business markets with suitable examples. [10]

**OR**

3. How does CRM contribute to the success of various stakeholders? And describe the components of CRM. [10]

- 4.a) Explain the concept of the customer life cycle and its relevance to CRM strategies.
- b) Brief on customer expectations analysis. [5+5]

**OR**

- 5.a) What is a customer information database, and why is it important?
- b) Examine the role of customer profile in customer segmentation. [5+5]

- 6.a) How is the CRM process tailored for a marketing organization?
- b) Describe the CRM Value chain. [5+5]

**OR**

- 7.a) Outline the key phases or stages of a typical CRM process cycle.
- b) Brief on modules in CRM. [5+5]

8. Describe the distinct strategies for customer acquisition and retention with suitable examples. [10]

**OR**

9. What is KOEL's model, and how is it relevant to CRM? [10]

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10.a) Explain the role of data warehousing and data mining in CRM.

b) Describe the new trends in CRM.

[5+5]

QA

QA

QA

QA

QA

QA

QA

G

**OR**

11.a) Distinguish between operational and analytical CRM, providing an example of each.

b) Illustrate the CRM software packages suitable for Indian firms.

[5+5]

QA QA QA QA QA QA QA G

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QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G